



MABEL NORMAND

THE trouble Thomas Ince goes through in order to select the proper title for the picture released under his supervision is appalling. This much may be deduced from the story Mr. Ince's representative is kind enough to forward, in which are described with harrowing and graphic detail the rites characterizing the search for a title for an Ince production.

The selection of the title is left until the picture is complete, at which time it is given its name. When the scenario is written the author writes as many names as he thinks appropriate. From then on everybody is concerned with the quest for a name. By the time the last joint meeting is staged prior to the releasing of the film more than a hundred titles are usually submitted. Ince regards a title as an extremely important part of the picture. In a few cases he has been unfortunate to have released pictures with poor titles, and he has vowed never to repeat his mistake. Which accounts for the care he takes and also the story.

Some folks don't even know that the Marine Corps has an aviation division. Not only is this unit of the marines an efficient one but it numbers among its fliers some of the most daring aviators in the country. Advance presentation of pictures taken by camera men up in the marine airplanes made such a favorable impression that Manager Rothapfel

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MONSIEUR FRANK SCHILLER

Pat Rooney & Marion Bent

In "At the News Stand."

of the Rivoli will give them the chief place on his programme at that theatre during the week of June 23, doing away with the usual leading film and making up the balance of his programme with short subjects and musical numbers as usual.

Many of the most startling and beautiful views of the Marine Corps aviators doing stunts among the clouds were taken by a camera mounted in another machine flying alongside of them. Quartermaster Sergeant La Mond, U. S. M. C., took the majority of these views and also took what are regarded as the best (the superlative is used advisedly) pictures snapped in the air. He was able to "catch" other machines while that in which he was grinding the crank was whirling around in a spiral nose dive. Gorgeous cloud effects with scores of planes silhouetted against the setting sun were photographed by Quartermaster-Sergeant Freeman H. Owens, another of the camera men who were under Mr. Rothapfel's direction when the pictures were taken.

Mr. Rothapfel, to be correct, should be called Lieut. Rothapfel, for he holds a commission in the Marine Corps and has been devoting a great deal of his time to activities on their behalf. These pictures are the latest, and after they have been shown at the Rivoli they will be released throughout the country by the United States Marine Corps Publicity Bureau.

In response to a request from Col. Prentice Strong of the First Field Artillery, New York Guard, Aubrey M. Kennedy will personally direct the Motion Picture War Review and Military Band Concert to be given every Saturday and Sunday night in the armory, Broadway at Sixty-eighth street.

Aubrey M. Kennedy's new Symphony Theatre, Broadway and Ninety-fifth street, opened for a private showing on Friday night in order to assure everybody that what he had said about the place being different from other picture houses was true. It was.

The architect who designed the theatre is W. G. Maassene (that is the

way Margaret Mayo spells it, anywhere) and it has been designed with the idea of blending beauty and comfort. The first picture on the bill will be Grace Valentine in "The Unchastened Woman."

Jack Barrymore has signed a contract to return to the screen as a Paramount star. Mr. Barrymore made his first appearance in pictures for Paramount several years ago, appearing in "The Man From Mexico" and "Are You a Mason?" His first picture will be "On the Quiet," in which Willie Collier was so successful.

"On the Quiet" was written by Augustus Thomas and was regarded as somewhat of a real humorous farce. Chester Withney, formerly associated with D. W. Griffith, has been engaged to direct Mr. Barrymore.

Geraldine Farrar will start work this week on the first of six films for Goldwyn. After returning to New York from her concert tour in the South Miss Farrar said she was looking forward to resuming her cinema work with interest and hoped she would be able to surpass her success in "Joan the Woman," in which spectacular film she was presented to the movie public by Paramount.

It is evident that she has considerable vitality, for she is quoted: "I have never felt fresher or more eager for work in my life. I love to make movies, and when we are doing outdoor scenes I can work from sunrise to sunset and not get tired at all."

Judith Voss, who supported Charlotte Walker in "Nancy Lee" at the Hudson Theatre, will shortly resume work in the pictures under the direction of Julius Steger.

THE NEW CINEMAS.

Douglas Fairbanks is a cub reporter in his latest picture, "Say! Young Fellow!" which will be offered at the Rivoli this week.

The Rivoli will present "Missing," a picture version of Mrs. Humphrey Ward's novel, in which Thomas Meighan has a prominent part.

A double bill is the attraction at the Strand, with Mabel Normand in "The Venus Model" and "Our Inevitable Navy" on the programme.

Another sex film, "Her Body in Bond," will be the picture at the Broadway. It tells of a pure but (of course) honest show girl who makes sacrifices for a consumptive husband.

This is the last week of "Pershing's Crusaders," the official Government war film at the Lyric. D. W. Griffith's "Hearts of the World" remains at the Forty-fourth Street.

MAE MURRAY

"HER BODY IN BOND"

at the Broadway Theatre

AMUSEMENTS.

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